

1. A process for improving the signal to noise ratio of a developer comprising subjecting the developer to an optical sensor which measure the toner concentration and wherein said developer is comprised of a toner and carrier, wherein said carrier possesses a substantially high diffuse reflectivity of greater than 20 percent.

2. The process of claim 1, wherein said substantially high diffuse reflectivity between 20 and 50 percent.

3. The developer composition of claim 2, said carrier has a coating thereon possesses said substantially high diffuse reflectivity.

4. The process of claim 3, said coating includes a pigment which possesses said substantially high diffuse reflectivity.

5. The process of claim 1, wherein the difference between said substantially high diffuse reflectivity of said carrier and diffuse reflectivity of the toner is greater than 5 percent.

6. The process of claim 5, wherein said toner has a diffuse reflectivity between 0% and 20%.